

INFORMATION REPORT

CD NO.

COUNTRY Cuba

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SUBJECT America Deportiva, Communist Newspaper

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SUPPLEMENT TO
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1. America Deportiva, a Communist weekly sports newspaper, is edited by Celso Enriquez, an active Partido Socialista Popular member (PSP-Cuban Communist Party), and is published in the print shop of the Communist daily newspaper Hoy.
2. The paper has a weekly circulation of approximately 15,000. Much of the news appearing in the weekly paper is also printed in Hoy since Enriquez is also sports editor of Hoy.
3. America Deportiva was originally owned and edited by Daniel Gomez-Nieto, an anti-Communist, who established the firm in 1945. At that time some of the best sports writers in Cuba were employed by the paper and circulation zoomed as America Deportiva increased in favor with sports fans. During the summer of 1946, Gomez-Nieto, who had established himself in the same printing shop as Hoy because of financial difficulties, was forced to settle his account with Hoy by giving the Communists fifty per cent of the stock of his company. The Communists immediately appointed Enriquez as editor and fired all of the sports writers formerly employed by Gomez-Nieto, replacing them with Party members.
4. America Deportiva has been used by the Communists as a propaganda organ chiefly along sports lines although some of their editorials are concerned with political matters. Sports events are slanted to glorify the Soviets and their satellites and to ridicule the programs of the United States and Western European countries.

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